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## **ROLE OF SOCIAL MEDIA IN PROMOTING SPORTS EVENTS**

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### **ABSTRACT**

Social media plays a pivotal role in promoting sports events, acting as a powerful tool for engagement, marketing, and communication. Through platforms like Twitter, Facebook, Instagram, and TikTok, sports organizations and athletes can connect directly with fans, creating real-time interactions and fostering a sense of community. These platforms amplify the reach of sports events, allowing them to attract global audiences, even those who cannot attend in person. Social media also enables targeted advertising, live updates, and exclusive content, which can increase viewer engagement and anticipation. Additionally, fan-generated content and online discussions help build momentum and excitement around events, making social media an indispensable part of modern sports promotion.